IN THE CLAIMS

Cancel claims 1-6, 9-13, 16-18, 21-23, and 26-29.

Amend claims 7, 8, 14, 15, 19, 20, 24, and 25 as follows:

1-6.   (canceled)

7.   (currently amended) ~~A method according to claim 2, further comprising the steps of~~ A method of a computer selecting advertisements for display on or adjacent to a plurality of self- service terminals comprising the steps of:

(a)   collecting environment data related to the environment of each terminal including the nature of businesses nearby the terminal;

(b)   collecting transaction data indicating the type and time of transactions carried out at the terminal;

(c)   storing the collected data in a data warehouse;

(d)   collecting advertising data which describes the type and content of one or more advertisement displayed on or adjacent to the terminal at particular times;

(e)   querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(f)   selecting an advertisement for display which includes content related to that business activity.

8.   (currently amended) ~~A method according to claim 2, further comprising the steps of:~~ A method of a computer selecting advertisements for display on or adjacent to a plurality of self- service terminals comprising the steps of:

(a)   collecting environment data related to the environment of each terminal including the nature of businesses nearby the terminal;

(b)   collecting transaction data indicating the type and time of transactions carried out at the terminal;

(c)   storing the collected data in a data warehouse;

(d)   collecting advertising data which describes the type and content of one or more advertisement displayed on or adjacent to the terminal at particular times;

(e)   querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and

(f)   selecting an advertisement for display at the terminal dependent on the statistical distribution.

9-13.   (canceled)

14.   (currently amended) ~~A method according to claim 9, further comprising the steps of~~ A method of a computer selecting advertisements for display on or adjacent to a plurality of self-service terminals comprising the steps of:

(a)   collecting environment data related to the environment of each terminal including the nature of businesses nearby the terminal;

(b)   collecting advertising data related to the type and content of one or more advertisement displayed on or adjacent to the terminal at particular times;

(c)   storing the collected data in a data warehouse;

(d)   querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(e)   selecting an advertisement for display which includes content related to that business activity.

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15.   (currently amended) ~~A method according to claim 9, further comprising the steps of:~~ A method of a computer selecting advertisements for display on or adjacent to a plurality of self-service terminals comprising the steps of:

(a)   collecting environment data related to the environment of each terminal including the nature of businesses nearby the terminal;

(b)   collecting advertising data related to the type and content of one or more advertisement displayed on or adjacent to the terminal at particular times;

(c)   storing the collected data in a data warehouse;

(d)   querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and

(e)   selecting an advertisement for display at the terminal dependent on the statistical distribution.

16-18. (canceled)

19.   (currently amended) ~~A data warehouse according to claim 16, further comprising~~ A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal including its location and the nature of a business nearby the terminal;

means for holding transaction data indicating the type and time of transactions carried out at the terminal;

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on or adjacent to one or more of the plurality of self-service terminals; and

means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

20. (currently amended) ~~A data warehouse according to claim 17, further comprising~~ A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal including its location and the nature of a business nearby the terminal;

means for holding transaction data indicating the type and time of transactions carried out at the terminal;

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on or adjacent to one or more of the plurality of self-service terminals;

means for holding advertising data indicating the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and

means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

21-23. (canceled)

24. (currently amended) ~~A data warehouse according to claim 22, further comprising~~ A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data which describes the environment of each terminal including data indicating its location or the nature of a business nearby the terminal;

means for holding advertising data related to the type and content of one or more advertisement displayed on the terminal or adjacent the terminal at particular times;

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on or adjacent to one or more of the plurality of self-service terminals; and

means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

25.   (currently amended) ~~A data warehouse according to claim 22, further comprising~~ A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data which describes the environment of each terminal including data indicating its location or the nature of a business nearby the terminal;

means for holding advertising data related to the type and content of one or more advertisement displayed on the terminal or adjacent the terminal at particular times;

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on or adjacent to one or more of the plurality of self-service terminals; and

means for calculating a statistical distribution of the frequency of different transactions

occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

26-29. (canceled)